

SOCIAL MEDIA PROTOCOL

The YMCA of Orange County's (YMCAOC) official social media channels exist to support YMCAOC's mission, goals, programs, and sanctioned efforts. Therefore, it's critical that all YMCAOC channels on YMCAOC's behalf recognize that they are always representing YMCA.

GENERAL GUIDELINES

- **Social Media Account Approval:** All new YMCAOC Adventure Guide social media accounts must be approved in advance. Volunteers or program members who wish to set up a social media account to represent their navigation/circle must receive permission from the adventure Guides Regional Director *before* making an account public.
- **Video:** Videos will be reviewed by the YMCAOC staff and will be removed should any content be deemed inappropriate.
- **Releases & Permission:** Anyone included in social media postings must have a signed photo/video release on file before it is shared.
- **Sensitive Information:** Never disclose any information that is confidential on YMCAOC social channels.

CODE OF CONDUCT

The expectation for online behavior follows the same rules of conduct, courtesy, and respect as the general code of conduct. Whether in person or online, all volunteer/program members are expected to uphold our core YMCAOC values: caring, honesty, respect, and responsibility.

This protocol is not intended to govern or restrict personal presence on the web, nor are they intended to restrict volunteers' rights to engage in concerted, protected activity related to the terms and conditions of their role.

However, it's important to note that personal expression can have legal consequences or jeopardize status of the program. The potential for such consequences is increased whenever volunteers/ program members mention a connection to YMCAOC on their personal accounts. While YMCAOC recognizes that many volunteers/program members do have personal social media accounts, volunteers use of social media could become a problem if it:

- Is used to harass or discriminate against program members, YMCA staff or others
- Creates a hostile environment
- Divulges confidential information
- Violates the code of conduct
- Harms the goodwill and reputation of YMCAOC and its staff

Social Media Dialogue

Many social media sites promote commenting and online dialogue, the tone of which is generally informal. Despite its informal tone, all online dialogue is public. Please remember that anything you write can and will be viewed by current and future YMCAOC community members and constituencies as well as other volunteers/members. If volunteers/program members and staff are to engage in social media, they should consider the following:

- Be our "eyes and ears" for positivity and negativity regarding our organization online. We do encourage volunteers/program members to respond to simple matters, such as request of information. However, pass any post(s) of a negative or sensitive nature along to your Adventure Guide Director, who are trained to address such comments.
- The use of photos, logos, or images, representing YMCAOC or any of its programs, from unauthorized accounts is prohibited.

My signature indicates that I have read, understand, and agree to follow the **YMCA of Orange County Social Media Protocol**:

First and Last Name _____

Signature _____

Date _____